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Filing date: **03/01/2007**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91125615
Party	Plaintiff UNIVERSITY OF SOUTHERN CALIFORNIA UNIVERSITY OF SOUTHERN CALIFORNIA ,
Correspondence Address	Scott A. Edelman and Michael S. Adler GIBSON DUNN & CRUTCHER LLP 2029 Century Park East, 40th Floor Los Angeles, CA 90067-3026 UNITED STATES pto-cc@gibsondunn.com, madler@gibsondunn.com
Submission	Appearance of Counsel/Power of Attorney
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Date	03/01/2007
Attachments	USCNoticeAssociation.PDF (3 pages)(74157 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

UNIVERSITY OF SOUTHERN CALIFORNIA,	Opposition No. 91125615
Opposer,	Serial No. 75/358,031
v.	Mark: SC (Stylized)
UNIVERSITY OF SOUTH CAROLINA,	Filed: September 16, 1997
Applicant.	Published: May 18, 1999

NOTICE OF ASSOCIATION OF COUNSEL

Opposer University of Southern California hereby provides notice to the Trademark Trial and Appeals Board and to Applicant University of South Carolina that one of the attorneys responsible for this matter, Michael S. Adler, has left the law firm of Gibson, Dunn & Crutcher LLP and is now practicing with the firm of Tantalo & Adler LLP.

Mr. Adler and the law firm of Tantalo & Adler LLP hereby associate as co-counsel responsible for this matter along with Scott Edelman of Gibson, Dunn & Crutcher LLP, who remains as counsel of record for Opposer University of Southern California.

Pursuant to T.B.M.P. § 117.02, the University of Southern California elects to retain Scott Edelman as primarily responsible for the receipt of correspondence. All correspondence should continue to be directed in the first instance to:

Scott Edelman, Esq.
Gibson, Dunn & Crutcher LLP
2029 Century Park East, Suite 4000
Los Angeles, CA 90067
pto-cc@gibsondunn.com.

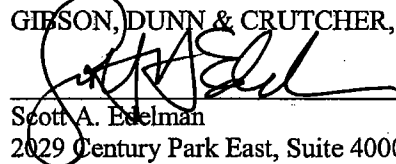
In addition, Opposer University of Southern California would request that the Board and

Applicant University of South Carolina provide copies of all electronic correspondence to Michael Adler at madler@ta-llp.com,¹ and, to the extent possible, copies of all physical correspondence to Michael Adler at Tantalo & Adler LLP, 9300 Wilshire Blvd, Suite 550, Beverly Hills, CA 90212.

Dated: March 1, 2007


Respectfully submitted,

GIBSON, DUNN & CRUTCHER, LLP



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Reference no. 93107-00125

¹ Opposer University of Southern California has already filed a Change of Address electronically with the Board to reflect this change.


Opposition No. 91125615

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing **NOTICE OF ASSOCIATION OF COUNSEL** was placed in the United States mail, first class, postage pre-paid, addressed to the following on this 1st day of March, 2007.

John C. McElwaine
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Attorneys for Applicant University of South Carolina



Mandy Robertson-Bora